



SEARCH
Society for Education, Action and Research in Community Health



Organization Profile

History: Inspired by the life and philosophy of Mahatma Gandhi, and equipped by their medical training in India, and subsequent training in public health and research at the Johns Hopkins University, the doctor couple Abhay and Rani Bang, founded Society for Education, Action and Research in Community Health (SEARCH) in 1986. SEARCH is a Non-Governmental Organization (NGO) working in the poorest, semi-tribal district, Gadchiroli, in the state of Maharashtra, (India), 1000 km away from Mumbai.

Vision: SEARCH's vision is 'Aarogya-Swaraj' which means 'People's Health in People's Hands', by empowering individuals and communities to take charge of their own health, and thereby, help them achieve freedom from disease as well as dependence

Mission: Mission of SEARCH is service, training, empowerment and research in health of the communities as expressed in its name.

Headquarters: Of SEARCH is 'Shodhgram', located 17 km from the district headquarters of the Gadchiroli district. The campus, spread over 46 Acres, is modeled over a mix of Gandhian Ashram, tribal village and modern facilities. It has more than 65 buildings including hospital, research center, training centers, training hostels, library, administrative offices, guest houses, tribal museum, community centers, mess cum dining facilities, residential facilities for 120 staff, solar plant, playground, organic farm and a small lake.

With a team of 100+ professionals and semi-professionals as well as 150+ Community Health Workers, SEARCH has emerged as one of the most reputed and credible grass root service and research organization in India. SEARCH strives to make important breakthroughs to solve public health problems in India and around the world, over past 36 years by:

1. 120-bed hospital providing health care to 55,000 patients annually from 2500 villages. Specialist OPDs, tele-consultation and subsidized surgery camps are also organized along with existing services to ensure enhanced health services for poor patients.
2. Community health services in 125 villages.
3. Home-based mother, newborn & child care in 88 villages.
4. Prevention and deaddiction of alcohol and tobacco across 1400 villages of Gadchiroli district.
5. Life skill and reproductive health education for youth and women across Maharashtra.

6. Conducting rural health care research to improve rural health services and evidence-based advocacy to influence policy.
7. Training of trainers from different parts of the country and abroad for implementation of the Home-based newborn care program. HBNC is India's national policy implemented through 8 Lakh ASHA across the country.
8. 'NIRMAN', the social leadership development program for youth across Maharashtra.
9. Mental health department through which patients receive consultation at hospital, block and village level for all mental health problems along with management & counselling for alcohol addiction.
10. Tribal Health Programme to cater to the health care needs of 13,000 tribal individuals in 48 villages Community Health Workers trained by SEARCH who provide care and medicine to select ailments.
11. Mobile Medical Unit which goes to tribal villages to provide diagnostic, preventive, curative, and referral services.
12. Center for Spine and Joint health which aims to reduce musculoskeletal pain, burden and disability in Gadchiroli.

Job Specifications:

1. Position: Manager: Digital Marketing & Web Designing
2. Reporting to: Director, SEARCH
3. Location: Shodhgram, Campus of SEARCH in Gadchiroli district

Job Description:

Part 1: Digital Marketing

1. Collaborate with internal teams to design the digital content strategy with the objective of increasing reach and engagement with relevant stakeholders across all platforms.
2. Design, build and implement social media strategies across all online platforms.
3. Create and manage social media campaigns for various departments/ programs/ camps of SEARCH as and when required.
4. Designing posters, editing images & videos and creating other relevant content that needs to be uploaded to various social media platforms.
5. Managing social media platforms used by SEARCH, monitoring organic reach and developing strategies for better performance.
6. Measure performance of digital marketing efforts using a variety of Web analytics tools (Google Analytics, Web Trends etc.).

Part 2: Web designing

1. Creating standard design and templates for our website.
2. Promptly updating information and website maintenance.
3. Redesign existing websites/ landing pages for better user experience.
4. Maintaining the appearance of websites.

Candidate profile

- Graduates in media and communication/ mass communication & journalism/ fine arts/ any other stream with at least 3 years of professional experience in managing the social media of NGOs, advertisement firms or media companies.
- Hands on experience in creating websites using tools like WordPress.
- S/He should have a passion to work for rural development with a basic understanding of social/ development impact.
- Software Proficiency:
 - Basic knowledge of any design software like Canva.
 - Knowledge of using WordPress to create websites.
- Willingness to learn new courses in order to meet the growing market demands.
- Proficiency in English and Hindi.
- Minimum commitment of 3 years.

Benefit package:

- Salary will depend on the relevant experience of the candidate.
- Annual increment: Due each year as per the policy of SEARCH.
- Accommodation: Will be provided in the campus as per need (single or family)
- Other benefits: Provident Fund, Medical Insurance and Gratuity will be applicable as per the policy of SEARCH.
- Growth of the Individual: SEARCH strives to create a clear path for career progression for the Professional by providing learning opportunities through mentoring by eminent medical professionals, courses, workshops and field visits.
- Health Care: Primary & secondary medical care provided free of cost in the hospital of SEARCH for staff as well as immediate family members.
- Education of Children: Free pick up and drop back facility for children in school at Gadchiroli town (with CBSE school till 12th standard).
- Scholarship to children of the Staff for higher education as per policy of SEARCH.
- Spouse: SEARCH considers the position of Spouse of the candidate empathetically, and though not assured, strives to explore appropriate job for the spouse based on the need and competencies of the candidate.
- Leave: 16 days summer vacation+ 7 days Diwali vacation + 7 casual leaves +12 public holidays in a year.

Note: The probation period in SEARCH is one year.

Send applications to: hr@searchforhealth.ngo

- Mark ‘for the post of Manager: Digital Marketing & Web Designing’ in the subject line of email.
- For specific queries, call at: 7034616997

Visit our website: <http://www.searchforhealth.ngo/>